



**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant: ROBINSON, Gary B.

Reissue Appl'n No.: 09/893,748

Group Art Unit: 2121

Reissue Filing Date: June 29, 2001

Examiner: n/a

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**INFORMATION DISCLOSURE STATEMENT**  
**UNDER 37 C.F.R. § 1.97 & § 1.98**

Under the provisions of 37 C.F.R. § 1.97(b)(1), and in accordance with the Applicant's duty of disclosure under 37 C.F.R. § 1.56, Applicant would like to call to the Examiner's attention the references listed on the attached form PTO-1449.

It is respectfully requested that the information be expressly considered during the prosecution of this reissue application, and that the references be made of record therein and appear among the "References Cited" on any patent to issue therefrom.

As this statement is being filed before the mailing of a first Office action on the merits pursuant to 37 C.F.R. § 1.97(b), no fee is believed due. However, the Office is hereby authorized to charge any additional fees required under 37 C.F.R. § 1.16 or § 1.17 or credit any overpayments to Deposit Account No. 11-0600.

The Examiner is invited to contact the undersigned at 202-220-4200 to discuss any matter regarding this application.

Respectfully submitted,

KENYON & KENYON

Dated: April 9, 2003

By: Bradley J. Meier  
Bradley J. Meier  
(Reg. No. 44,236)

KENYON & KENYON  
1500 K Street, N.W., Suite 700  
Washington, D.C. 20005  
(202) 220 - 4200 (telephone)  
(202) 220 - 4201 (facsimile)

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U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE  
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Substitute for form 1449A/PTO

## INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(use as many sheets as necessary)

### Complete if Known

Reissue Application Number	09/893,748
Reissue Filing Date	June 29, 2001
First Named Inventor	Gary B. ROBINSON
Group Art Unit	2121
Examiner Name	n/a
Attorney Docket Number	11032-3028

Sheet 1 of 17

### U.S. PATENT DOCUMENTS

Examiner Initials *	Cite No. <sup>1</sup>	U.S. Patent Document		Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number	Kind Code <sup>2</sup> (if known)			
		4,602,279		FREEMAN	07-22-1986	
		4,703,423		BADO et al.	10-27-1987	
		4,775,935		YOURICK	10-04-1988	
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Examiner  
Signature

Date  
Considered

\* EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

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(use as many sheets as necessary)

Sheet 2 of 17

### Complete if Known

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Reissue Filing Date	June 29, 2001
First Named Inventor	Gary B. ROBINSON
Group Art Unit	2121
Examiner Name	n/a
Attorney Docket Number	11032-3028

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	5,550,746	JACOBS	08-27-1996
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Considered

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## INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Sheet 3 of 17

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Reissue Filing Date	June 29, 2001
First Named Inventor	Gary B. ROBINSON
Group Art Unit	2121
Examiner Name	n/a
Attorney Docket Number	11032-3028

	5,812,776	GIFFORD	09-22-1998
	5,815,148	TANAKA	09-29-1998
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Sheet 4 of 17

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### FOREIGN PATENT DOCUMENTS

Examiner Initials*	Cite No. <sup>1</sup>	Foreign Patent Document			Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T <sub>6</sub>
		Office <sup>3</sup>	Number <sup>4</sup>	Kind Code <sup>5</sup> (if known)				
		DE	19528911	A1	GOLDSCHIEDER	02-12-1997		
		EP	0 216 535	A2,A3	MATERNA et al.	04-01-1987		
		EP	0 355 697	A2,A3, B1	BAJI et al.	02-28-1990		
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		JP	10049591	A	MUROI et al.	02-20-1998		
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		WO (EP)	95/16971 (0 734 556)	A1,A4	GIFFORD	06-22-1995		
		WO	96/30864	A1	SCHENA et al.	10-03-1996		
		WO	96/31848	A2,A3	BURDON et al.	09-10-1996		
		WO	96/36926	A1	MCDONALD et al.	11-21-1996		

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	WO	96/38796	A1	MOHR	12-05-1996		
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Group Art Unit	2121
Examiner Name	n/a
Attorney Docket Number	11032-3028

### OTHER PRIOR ART -- NON PATENT LITERATURE DOCUMENTS

Examiner Initials *	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>2</sup>
		17625888; Java and Blackbird: extending the Web.....; Seybold Reoport on Publishing Systems; October 23, 1995	
		17497026; Look who's surfing.....; Schurr; PC Week; October 30, 1995	
		17594025; HotWired and Neilsem team to verify usage data; Electronic Marketplace Report; July 4, 1995	
		17225819; Write once, publish many times; Ratcliffe; Digital Media; August 7, 1995	
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		17244186; Free E-Mail with Postage Stamp "Ads"; Newsbytes; July 3, 1995	
		CWK19951009S0006; Search-engine advertising; Froom; Communications Week; November 9, 1995	
		www5conf.inria.fr; Ubiquitous Advertising on the WWW; Kohda et al; Fifth International WWW Conference; May 6-10, 1996	
		Bounty Quest home page article titled "DoubleClick Bounty Paid Ad Pioneer Turned Online Porn Mogul Wins \$10,000; (<http://www.bountyquest.com/>; printed on 3/9/01)	
		Bounty Quest Web page displaying article titled "Bounty Collected Double Click Banner Ad Patent; (http://www.bountyquest.com/bounties/displayBounty.php?bountyName=1019; printed on 3/9/01)	
		Bounty Quest Web page displaying article titled "Digital Porn Mogul Wins Silver Bullet Award; (http://www.bountyquest.com/winner/bschuster.htm; printed on 3/9/01)	
		Bounty Quest Web page displaying article titled "DoubleClick Piror Art; (http://www.bountyquest.com/patentinfo/doucleclickart.htm; printed on 3/9/01)	
		Business Plan posted on Bounty Quest Website titled "Summary of Proposed Business Activities for the World Wide Internet Network (WWIN); (http://www.bountyquest.com/images/doubleclickPage9.gif; printed on 3/9/01)	
		Sales Literature posted on Bounty Quest Website titled "What You Get with WWIN; (http://bountyquest.com/images/doubleclickGet.gif; printed on 3/9/01)	
		CNET Press Release titled "About CNET; (http://www.canada.cnet.com/aboutcnet/0-13613-7-808022.html; printed on 3/9/01)	

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**INFORMATION DISCLOSURE  
STATEMENT BY APPLICANT**

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Sheet 7 of 17

**Complete if Known**

Reissue Application Number	09/893,748
Reissue Filing Date	June 29, 2001
First Named Inventor	Gary B. ROBINSON
Group Art Unit	2121
Examiner Name	n/a
Attorney Docket Number	11032-3028

	ADMedium Newsletter linked from Bounty Quest Website; (http://uts.cc.utexas.edu/tecas/nl9_2_96.html; printed on 4/4/01)	
	Booker, Ellis "Seeing a Gap, A Palo Alto Startup Will Debut Advertising Server for the Net", Web Week, v.2 iss. 2. Available online at http://internetworld.com. Feb. 1996.	
	Metcalf, Bob "From the Ether", InfoWorld, v.18 iss.3. Available at http://infoworld.com, Aug. 1996.	
	NetGravity AdServer 2.0 Announcement. Available at http://netgravity.com, Oct. 1996.	
	Kohda Yet al: Ubiquitous advertising on the WWW: Merging Advertising on the Browser, Computer Networks and ISDN Systems, vol. 28, No. 11, May 1996, pp. 1493-1499.	
	Cashing in: The rush is on to buy and sell on the Internet, Interactive Media & Marketing, Adv. Age, p.11, 12/19/1994.	
	Improved Internet security enabling..., PC Week, v12, n11, p1(2), 3/20/1995.	
	Internet access: Internet marketing revolution..., EDGE Work-Group Computing Report, v7, n316, p2(1), 6/3/1996.	
	"MediaLink: Bell Laboratories unveils sophisticated information insertion technology for broadcast and cable advertising," EDGE, v11, p43(1), 16 December 1996.	
	"Infoseek Offers Web Advertisers Customized Delivery of Ads," Newsbytes, pNEW05270111, 27 May 1997.	
	Blankenhorn, Dana; "Sites experiment with advertising to offer free service," Advertising Age's Business Marketing, v82, p29, July 1997.	
	Lockard, Meredith; "Advertising done your way," Target Marketing, v20, n10, p40, ISSN: 0889-5333, October 1997.	
	"Ericsson Introduces New Intelligent Network-Based Internet Advertiser At Internet World '98," Business Wire, p0240, 07 October 1998.	
	Chat Transcript; Topic: Ad Measurement and Management; Oct. 15, 1998; (http://www.zeff.com/learn/zdu/advertising/zinman.html; printed on 2/7/00)	
	CNET Press Release titled "CNET Online Signs Up More Than a Quarter of a Million Members Through Voluntary Registration after Only Five Months"; (http://home.cnet.com/aboutcnet/0-13613- 7-808021.html; printed on 11/26/99)	
	Hypertext Markup Language - 2.0; November 1995 (Draft HTML 2.0 Specification; September 22, 1995)	
	Webster's Third New International Dictionary of the English Language Unabridged, 1967, page 2171 "some"	

Examiner  
SignatureDate  
Considered

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Sheet 8 of 17

### Complete if Known

Reissue Application Number	09/893,748
Reissue Filing Date	June 29, 2001
First Named Inventor	Gary B. ROBINSON
Group Art Unit	2121
Examiner Name	n/a
Attorney Docket Number	11032-3028

		Microsoft Press Computer Dictionary Third Edition, 1997, p. 387 "proxy server"	
		Bill Harvey, The Expanded ARF Model: Bridge to the Accountable Advertising Future, Journal of Advertising Research, March/April 1997, pp. 11-20	
		Cespedes & Smith, Databae Marketing: New Rules for Policy and Practice, Sloan Management Review, Summer, 1993, pp. 7-22	
		Preston Gralla, How the Internet Works, August 1999, Millennium Edition, 202-204 and 243-247	

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Signature

Date  
Considered

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Sheet 9 of 17

### Complete if Known

Reissue Application Number	09/893,748
Reissue Filing Date	June 29, 2001
First Named Inventor	Gary B. ROBINSON
Group Art Unit	2121
Examiner Name	n/a
Attorney Docket Number	11032-3028

### OTHER PRIOR ART -- NON PATENT LITERATURE DOCUMENTS

Examiner Initials *	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>2</sup>
		LinkMarket Business Plan; David Zinman et al.; SD005545-SD005569	
		LinkMarket; David Zinman et al.; SD005573-SD005574	
		"ONLINE MARKETING:..."; Internet Week, Vol. 1, Issue 36; December 18, 1995; SD005584-SD005585	
		David Zinman; <a href="http://www.focalink.com/dzinman/bio.html">http://www.focalink.com/dzinman/bio.html</a> ; SD005586	
		"Seeing A Gap..."; Ellis Booker; <a href="http://www.internetworld.com/print/1996/02/01/industry/ad-server.html">http://www.internetworld.com/print/1996/02/01/industry/ad-server.html</a> ; February, 1996; SD005587	
		"readme. 1 <sup>st</sup> ,..."; David Evans; Marketing Computers, No. 2, Vol. 16, Pg. 12; February 1996; SD005588-SD005589	
		"Focalink Will Monitor..."; Julia Angwin; San Francisco Chronicle; February 7, 1996; SD005590	
		"MEDIA DAILY SPECIAL:..."; Sean Butterbaugh; Media Daily, No. 5, Vol. 4; February 7, 1996; SD005591-SD005592	
		"INTERNET ACCESS: MAJOR COMPANIES..."; Edge: Work-Group Computing Report; February 12, 1996; SD005593-SD005594	
		"INTERNET ACCESS: FIRST ADVERTISING..."; Edge: Work-Group Computing Report; February 12, 1996; SD005595-SD005596	
		"INTERNET ACCESS: MAJOR COMPANIES..."; Edge: Work-Group Computing Report; February 12, 1996; SD005597-SD005598	
		"ANOTHER MEDIA-BUYING FIRM..."; Media Daily, No. 5, Vol. 4; February 14, 1996; SD005599-SD005601	
		"Working the Web..."; Jennifer Reese; Executive Female, No. 2, Vol. 19, Pg. 24; March 13, 1996; SD005602-SD005604	
		"Web ad-management software..."; John Evan Frook; InternetWeek; March 18, 1996; SD005605-SD005607	
		"Unraveling a tangled Web..."; Ken Siegmann; PC Week, No. 15, Vol. 13, Pg. A4; April 15, 1996; SD005608-SD005610	

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## INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Sheet 10 of 17

### Complete if Known

Reissue Application Number	09/893,748
Reissue Filing Date	June 29, 2001
First Named Inventor	Gary B. ROBINSON
Group Art Unit	2121
Examiner Name	n/a
Attorney Docket Number	11032-3028

	"Web Site Links..."; Electronic Marketplace Report, No. 16, Vol. 9; August 22, 1995; SD005611-SD005613	
	"INTERACTIVE MEDIA & MARKETING..."; Advertising Age; December 11, 1995; SD005614-SD005615	
	"Major Companies, Ad Agencies..."; Business Wire; February 5, 1996; SD005616-SD005617	
	"First Advertising Server Launched..."; Business Wire; February 5, 1996; SD005618-SD005619	
	"INTERACTIVE; FOCALINK AND DOUBLECLICK..."; Kim Cleland; Advertising Age, Pg. 30; February 5, 1996; SD005620-SD005621	
	"First Advertising Server Launched..."; Business Wire; February 5, 1996; SD005622-SD005623	
	"Major Companies, Ad Agencies..."; Business Wire; February 5, 1996; SD005624-SD005625	
	Web Personals Report; October 12, 1995; Z00001-Z00009 / SD027072-SD027080	
	FocaLink Technology; August 30, 1995; Z00010-Z00011 / SD027081-SD027082	
	Web Personals stats; August 22, 1995; Z00012-Z00013 / SD027083-SD027084	
	For Immediate Release; Hyperlink Advertising Explodes on the World Wide Web; http://link.w3.com; Z00014 / SD027085	
	Interactive Age; The Newspaper for Electronic Commerce; Z00015-Z00019 / SD027086-SD027090	
	Link Marketing, LLP; Z00020-Z00021 / SD027091-SD027092	
	Link Marketing; Z00022-Z00027 / SD027093-SD027098	
	LinkMarket; David Zinman et al.; Z00028-Z00030 / SD027099-SD027101	
	LinkMarket; David Zinman et al.; Z00031-Z00032 / SD027102-SD027103	
	LinkMarket; David Zinman et al.; Z00033-Z00056 / SD027104-SD027127	

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Sheet 11 of 17

### Complete if Known

Reissue Application Number	09/893,748
Reissue Filing Date	June 29, 2001
First Named Inventor	Gary B. ROBINSON
Group Art Unit	2121
Examiner Name	n/a
Attorney Docket Number	11032-3028

		FocalLink Media Services, Inc.; David Zinman et al.; August 2, 1995; Z00057-Z00070 / SD027128-SD027141	
		Saturn Banner Ad Placement; August 25, 1995; Z00071 / SD027142	
		SPONSORABLE SITE - RIDDLE DU JOUR; August 26, 1995; Z00072-Z00074 / SD027143-SD027145	
		Saturn Banner Ad Placement; August 27, 1995; Z00075 / SD027146	
		FocaLink Technology; August 30, 1995; Z00076-Z00077 / SD027147-SD027148	
		Question for you; September 7, 1995; Z00078-Z00079 / SD027149-SD027150	
		Information Request; September 12, 1995; Z00080 / SD027151	
		Update and Miscellaneous; September 22, 1995; Z00081-Z00083 / SD027152-SD027154	
		FocalLink: request for ISN ad traffic data (fwd); September 26, 1995; Z00084-Z00085 / SD027155-SD027156	
		Saturn Ad Placements; September 28, 1995; David Zinman; Z00086 / SD027157	
		RE> Saturn Ad Placements; September 29, 1995; Adam@utne.co; Z00087 / SD027158	
		RE: Advertising Update; October 3, 1995; Eric Ver Ploeg; Z00088-Z00089 / SD027159-SD027160	
		RE>>Saturn Ad Placements; September 29, 1995; wigley@utne.com; Z00090 / SD027161	
		Re: Test Parameters (fwd); October 23, 1995; Jason Strober; Z00091-Z00092 / SD027162-SD027163	
		Re: Rest Parameters; October 23, 1995; Jason Strober; Z00093-Z00094 / SD027164-SD027165	
		Proposal (fwd); October 23, 1995; Jason Strober; Z00095-Z00096 / SD027166-SD027167	
		Advertising advisory board; October 25, 1995; David Zinman; Z00097-Z00099 / SD027168-SD027170	

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Sheet 12 of 17

### Complete if Known

Reissue Application Number	09/893,748
Reissue Filing Date	June 29, 2001
First Named Inventor	Gary B. ROBINSON
Group Art Unit	2121
Examiner Name	n/a
Attorney Docket Number	11032-3028

	Contact at Netcom; October 26, 1995; David Zinman; Z00100 / SD027171	
	CMP Technical Contact; October 30, 1995; Jason Strober; Z00104 / SD027172	
	from ad age today...; October 30, 1995; Karen Johnson; Z00105-Z00106 / SD027173-SD027174	
	We need to get on this; October 31, 1995; David Zinman; Z00107 / SD027175	
	Web site pricing draft; November 7, 1995; Jason Strober; Z00108 / SD027176	
	Heads up...(fwd); November 8, 1995; David Zinman; Z00109-Z00110 / SD027177-SD027178	
	Proposal to Intel; November 13, 1995; Jason Strober; Z00111-Z00114 / SD027179-SD027182	
	FocaLink white paper; November 13, 1995; Jason Strober; Z00115-Z00116 / SD027183-SD027184	
	FocaLink Media Services; November 14, 1995; David Zinman; Z00117-Z00119 / SD027185-SD027187	
	I/Traffic & Dave Carlick; November 14, 1995; David Zinman; Z00120 / SD027188	
	FocaLink white paper; November 15, 1995; David Zinman; Z00121-Z00123 / SD027189-SD027191	
	Re: FocaLink Meeting (fwd); Nov. 20, 1995; Karen Johnson; Z00124-Z00125 / SD027192-SD027193	
	Microsoft ads through FocaLink; November 21, 1995; Jason Strober; Z00126 / SD027194	
	Re: Who's in and who's out (fwd); Nov. 21, 1995; Jason Strober; Z00127-Z00128 / SD027195-SD027196	
	Intel update (fwd); Nov. 23, 1995; Jason Strober; Z00129-Z00130 / SD027197-SD027198	
	Saturn reports; Dec. 5, 1995; Jennifer Ratner; Z00134-Z00140 / SD027199-SD027205	
	November Report; Dec. 5, 1995; Jennifer Ratner; Z00141-Z00146 / SD027206-SD027211	

Examiner Signature		Date Considered	
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## INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Sheet 13 of 17

### Complete if Known

Reissue Application Number	09/893,748
Reissue Filing Date	June 29, 2001
First Named Inventor	Gary B. ROBINSON
Group Art Unit	2121
Examiner Name	n/a
Attorney Docket Number	11032-3028

		FocaLink Media Services; Dec. 6, 1995; David Zinman; Z00147 / SD027212	
		FocaLink Media Services; Dec. 6, 1995; David Zinman; Z00148 / SD027213	
		FocaLink Media Services; December 6, 1995; David Zinman; Z00149 / SD027214	
		FocaLink for the Layman; December 6, 1995; David Zinman; Z00150 / SD027215	
		Microtargeting; December 7, 1995; David Zinman; Z00151 / SD027216	
		Info on FocaLink Media Services; December 11, 1995; David Zinman; Z00152-Z00154 / SD027217-SD027219	
		FocaLink Media Services; December 11, 1995; David Zinman; Z00155-Z00156 / SD027220-SD027221	
		Catch-up time; December 11, 1995; David Zinman; Z00157 / SD027222	
		Info on FocaLink; December 13, 1995; David Zinman; Z00158-Z00160 / SD027223-SD027225	
		Intel Ad on Dilbert Site; December 13, 1995; David Zinman; Z00161 / SD027226	
		Re: Intel Ad on Dilbert Site; December 13, 1995; David Zinman; Z00162 / SD027227	
		FocaLink Beta Test on SmartBanner; Dec. 14, 1995; David Zinman; Z00163 / SD027228	
		I/Pro Mtg Today; December 19, 1995; David Zinman; Z00164 / SD027229	
		Eric Smith Quote (fwd); January 10, 1996; David Zinman; Z00165 / SD027230	
		FocaLink Communications, Inc.; January 10, 1996; David Zinman; Z00166 / SD027231	
		Re: Advertisers for wyp.net; January 12, 1996; David Zinman; Z00167 / SD027232	
		Quote for Press Release; January 15, 1996; David Zinman; Z00168 / SD027233	

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Sheet 14 of 17

### Complete if Known

Reissue Application Number	09/893,748
Reissue Filing Date	June 29, 2001
First Named Inventor	Gary B. ROBINSON
Group Art Unit	2121
Examiner Name	n/a
Attorney Docket Number	11032-3028

		Re: Quote for Press Release; January 16, 1996; "thomas mark"; Z00169 / SD027234	
		Re: Quote for Press Release (fwd); January 16, 1996; David Zinman; Z00170-Z00171 / SD027235-SD027236	
		RE> **Ad Placement Notific; January 19, 1996; Dan_Stoller@anlsf.com; Z00172-Z00173 / SD027237-SD027238	
		Invitation; January 25, 1996; wilkins@eit.com; Z00174 / SD027239	
		Focalink; January 25, 1996; David Zinman; Z00175 / SD027240	
		SmartBanner Reports; January 25, 1996; David Zinman; Z00176 / SD027241	
		RE: Focalink; January 26, 1996; Rick Vorhaus; Z00177 / SD027242	
		Comments; January 29, 1996; David Zinman; Z00178-Z00182 / SD027243-SD027247	
		Poppe Tyson/Internet Advertising Network Alliance; February 26, 1996; Ron Kovas; Z00183 / SD027248	
		fyi; February 5, 1996; "Roger Follis"; Z00184-Z00185 / SD027249-SD027250	
		Focalink Communications; February 5, 1996; David Zinman; Z00186-Z00188 / SD027251-SD027253	
		Microsoft Update; February 5, 1996; Margaret Bond; Z00189 / SD027254	
		Focalink Communications; February 6, 1996; David Zinman; Z00190-Z00192 / SD027255-SD027257	
		Focalink Communications; February 6, 1996; David Zinman; Z00193-Z00195 / SD027258-SD027260	
		Focalink Communications; February 6, 1996; David Zinman; Z00196-Z00198 / SD027261-SD027263	
		[Fwd: Re: DoubleClick and IAN]; February 6, 1996; Jason Strober; Z00199 / SD027264	
		Focalink Communications; February 6, 1996; David Zinman; Z00200-Z00202 / SD027265-SD027267	

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Sheet 15 of 17

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Reissue Filing Date	June 29, 2001
First Named Inventor	Gary B. ROBINSON
Group Art Unit	2121
Examiner Name	n/a
Attorney Docket Number	11032-3028

	Test With Focalink; February 7, 1996; David Zinman; Z00203 / SD027268	
	Urgent – Microsoft Ad Placement; February 7, 1996; David Zinman; Z00204 / SD027269	
	Test for Microsoft Banner; February 8, 1996; Joel Bassuk; Z00205 / SD027270	
	ZDNet Test; Margaret Bond; February 8, 1996; Z00206 / SD027271	
	URLs; February 8, 1996; Dan Stoller; Z00207-Z00208 / SD027272-SD027273	
	HeadsUp 02-09-96 (20 stories)<CD58M010>; February 9, 1996; An Information Service of Individual Inc.; Z00209-Z00212 / SD027274-SD027277	
	Focalink Communications; February 13, 1996; David Zinman; Z00213 / SD027278	
	Targeting; February 13, 1996; Michael Wang; Z00214 / SD027279	
	Re: Cookies!; February 15, 1996; David Zinman; Z00215 / SD027280	
	Focalink; February 22, 1996; Jason Strober; Z00216 / SD027281	
	Focalink/Microsoft I.E.; February 23, 1996; Margee Bond; Z00217-Z00218 / SD027282-SD027283	
	Cookies; March 6, 1996; David Zinman; Z00219 / SD027284	
	Did I send this 2x; April 3, 1996; Z00220-Z00222 / SD027285-SD027287	
	Answer to your request; April 8, 1996; Z00223 / SD027288	
	Site Letter; April 10, 1996; Z00224-Z00225 / SD027289-SD027290	
	Oracle and Intel; April 12, 1996; Z00226 / SD027291	
	Doubleclick; April 16, 1996; Z00227 / SD027292	

Examiner  
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Date  
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Sheet 16 of 17

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Reissue Application Number	09/893,748
Reissue Filing Date	June 29, 2001
First Named Inventor	Gary B. ROBINSON
Group Art Unit	2121
Examiner Name	n/a
Attorney Docket Number	11032-3028

		Open Market Licenses With NetGravity; May 6, 1996; Z00228 / SD027293	
		Fact check; May 12, 1996; Z00229 / SD027294	
		IDG; May 17, 1996; Z00230-Z00231 / SD027295-SD027296	
		Daily Spectrum; May 20, 1996; Z00232-Z00242 / SD027297-SD027307	
		Fact check; May 20, 1996; Z00243 / SD027308	
		Cookie FAQ; May 21, 1996; Z00244 / SD027309	
		Focalink Communications; May 21, 1996; Z00245-Z00246 / SD027310-SD027311	
		Network World Fusion; May 22, 1996; Z00247 / SD027312	
		Looming issue; July 13, 1996; Z00248-Z00249 / SD027313-SD027314	
		Cookies & privacy ? / Gernan Press; July 15, 1996; Z00250 / SD027315	
		Cookies & privacy ? / German Press; July 16, 1996; Z00251 / SD027316	
		DoubleClick; September 5, 1996; Z00252-Z00253 / SD027317-SD027318	
		Infoseek Business Terms; September 7, 1996; Z00254-Z00256 / SD027319-SD027321	
		SmartBanner ads on HotWired; September 11, 1996; Z00257 / SD027322	
		Statement of Work; September 23, 1996; Z00258-Z00259 / SD027323-SD027324	
		NetGravity Releases Adserver 2.0; October 21, 1996; Z00260-Z00263 / SD027325-SD027328	
		"FOCALINK"; DC004278A	

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First Named Inventor	Gary B. ROBINSON
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Attorney Docket Number	11032-3028

		"FocaLink Services"; FocaLink Media Services, Inc.; DC004278B-DC004278C	
		"Welcome to Focalink!"; FOCALINK COMMUNICATIONS; DC004278D-DC004278CC	
		"Welcome to Focalink!"; FOCALINK COMMUNICATIONS; DC004278DD-DC004278XX	
		"Link Marketing"; handwritten page; MA0001	
		"Link Marketing"; LinkMarket; MA0002-MA0007	
		"LinkMarket"; David Zinman et al.; MA0008-MA0027	
		"Link Marketing, LLP"; MA0028-MA0029	
		"Link Marketing LLP"; MA0030-MA0038	
		"Escapes"; Web page; MA0039-MA0040	
		"Industry Overview"; FocaLink Media Services, Inc.; MA0041-MA0053	
		"Executive Summary"; Focalink Communications Confidential"; printed 7/30/97; MA0054-MA0109	
		"FOCALINK COMMUNICATIONS"; February 1996; MA0110-MA0149	

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